



# THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

May-June 1971

## LATIN AMERICA ATTACHES CONFER IN MEXICO CITY

Attaches in the Latin America area met at the U.S. Embassy in Mexico City on April 20-23 to discuss markets and competition in agricultural commodities in the 70's, and to exchange ideas on how the volume of U.S. farm exports to Latin American countries can be increased.

U.S. Ambassador Robert H. McBride and host Attache Bill Rodman, whose office handled details for setting up the conference, welcomed the group of 11 attaches. Addressing the group at the opening session was Deputy Assistant Secretary of Agriculture Andrew J. Mair, who discussed the Agricultural Act of 1970 and the outlook for U.S. programs and policies in the 70's. Later in the conference, Deputy Assistant Secretary Mair reported on the status of sugar legislation and the world sugar situation.

*(continued on page 8)*

## ATTACHES FROM EC COUNTRIES HOLD CONFERENCE IN PARIS

The U.S. Embassy in Paris was the scene of a special meeting on April 30-May 1, when attaches from EC and applicant countries convened to discuss agricultural trade, particularly EC matters. Arrangements for the two-day session were handled by Attache Tom Street and his able staff.

Assistant Secretary of Agriculture Clarence D. Palmby, who attended an OECD meeting in Paris on April 29,

*(continued on page 8)*

## USDA HONORS FOR TWO FAS FIELD EMPLOYEES

Honors are no novelty to Attaches Elmer W. Hallowell of Tokyo and David L. Hume of London, but the high recognition that came their way in connection with the 25th USDA Honor Awards Ceremony in May brought special pride to FAS—and to the attache service in particular. Elmer and Dave are 1971 recipients of USDA Superior Service Awards in recognition of their high quality performance in the field. To our two award-winning field workers... hearty congratulations!

Although co-workers at home and abroad are well acquainted with the high caliber performance of Elmer and Dave over a long period of time, their contributions to U.S. agriculture are well summarized in the Superior Service citations, which are being presented to them at their posts.

Attache Hallowell's award is in recognition of his "exceptional skill, ingenuity and foresight in developing a billion dollar market for U.S. agricultural commodities in Japan," while Attache Hume's citation is for "outstanding effectiveness in discharging his responsibilities as agricultural attache in the American Embassy, London."

Elmer joined USDA as an economist in 1940, and has had field assignments in London and Bangkok. He served as deputy assistant administrator for attaches for two years, and was assigned to Tokyo in 1965.

Dave's USDA career began in 1955. He joined FAS in 1958 as director of the dairy and poultry division, and served as assistant administrator for export programs before going to London in 1968.

**OUTSTANDING PERFORMANCE CITATION . . .** Seen here are five of the six FAS/W staff members who received Certificates of Merit for Outstanding Performance. From left to right: Robert J. Wicks, Trade Projects; Vernon L. Harness, Cotton; Lawrence E. Hall, Grain and Feed (scheduled to go to London as assistant ag attache later in the summer); Helen Warner, Cotton; Rose Kumro, Office of Reports and Statistics; and Administrator Ioanes, who presented the awards.

Sabra Francis, Management Services, is missing from the picture.



# OVERSEAS HONOR ROLL

## OUTSTANDING PERFORMANCE AWARDS

May Arkus, Mexico City; Anna Ballou, Caracas; Mollie Iler, New Delhi; Eleanor Kaniecki, Beirut; and Shackford Pitcher, formerly of Sao Paulo (now in FAS/W).

## ADMINISTRATOR'S BLUE RIBBON AWARDS

These are the first awards made by FAS Administrator Ray Ioanes in an annual program to recognize outstanding contributions to *Foreign Agriculture Magazine*.

London, Office of the Agricultural Attache  
(comprehensive reporting)

Ottawa, Office of the Agricultural Attache  
(series of news articles)

## SPECIAL ACHIEVEMENT AWARDS

David P. Evans, London; David L. Hume, London; Oscar Lafuente, Guatemala; W. Gordon Loveless, New Zealand (retired); Brice K. Meeker, The Hague; and Harry R. Varney, Ankara.

## MERITORIOUS STEP INCREASES

Julio A. Castilla, Lima; Kim Hoek Cho, Kuala Lumpur; Mary Yoke Lee Keong, Kuala Lumpur; and Marie Celeste Tomaz, Lisbon.

## QUALITY STEP INCREASES

Shackford Pitcher, Sao Paulo, and Lucille Sargent, Rome.

## SPECIAL ACHIEVEMENT UNIT AWARDS

### CANBERRA, Office of the Agricultural Attache:

For above average performance while carrying out their routine work in face of the added work caused by two international conferences and more than 500 U.S. visitors.

JOAN BOULSOVER, CORNELIS DE GOEDE, FREDERICK M. LEGE III, AND KATHLEEN ANN TAYLER.

### MADRID, Office of the Agricultural Attache, Foreign National Staff:

For sustained excellence of performance particularly in relation to the Eighth Madrid International Agricultural Fair, and the Fourteenth World's Poultry Congress and Fair.

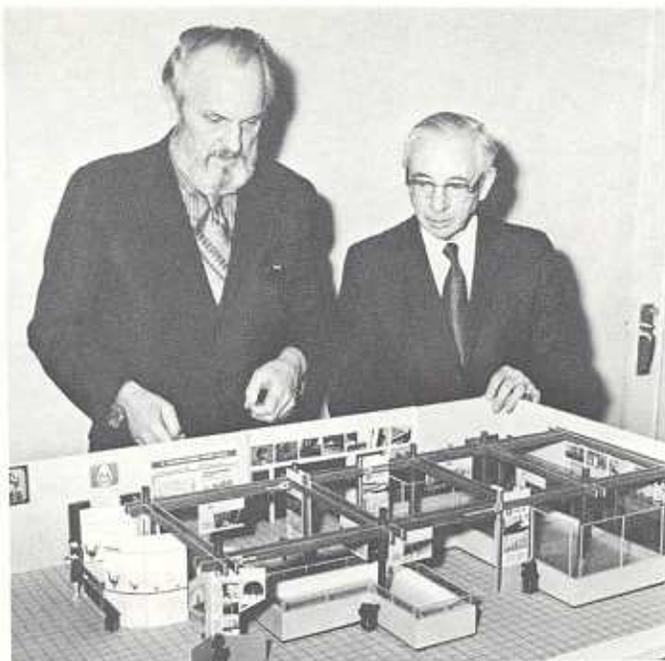
ISABEL CUBERO DE PUEO, CARLOS PEREZ DE RUBIN, AND JOSE E. VIDAL.

### TOKYO, Office of the Agricultural Attache:

For outstanding contribution to the development of U.S. agriculture's first billion dollar export market.

THEODORE R. FREEMAN, JR., ALVIN E. GOURLEY, ELMER W. HALLOWELL, KINYA HATSUTA, KUNIHARU KIYOMIYA, MARGARET LYNCH, LEON G. MEARS, KENZO NAITO, MAKIKO N. NASU, GORDON S. NICKS, AKIKO OHTA, AYAKO SAITO, TAKEO F. TAKESHITA, MASAKO O. URANO, KUNIO UYENO, TARO J. WATANABE, MIHO YOSHIMURA.

**TWO TRADE FAIR EXPERTS . . .** Where trade fairs and livestock shows are concerned, Attache Ford Milam of Lisbon (left) and Trade Fair Specialist Paul Findlen, FAS/W, are old pros. Here they are seen inspecting the scale model of the U.S. poultry feedstuffs and breeding stock exhibit which is a feature attraction at the VIII National Agricultural Fair being held this month (June 6-20) in Santarem, Portugal. This year's U.S. exhibit features the use of corn, soybean meal, and animal fats in modern broiler rations, a departure from three previous displays which concentrated on dairy and beef breeding stock. Paul says that the theme developed for the 1971 show is reminiscent of similar exhibits which he helped set up in Italy while serving as assistant agricultural attache in that country (1956-61) prior to going to London to become the first Trade Center Manager at that post (1961-64).



#### LENGTH OF SERVICE AWARDS

##### 30 Years

James H. Boulware, New Delhi; Duane W. Clark, Tel Aviv; Elmer W. Hallowell, Tokyo; and Thomas E. Street, Paris.

##### 25 Years

May Arkus, Mexico City; Michael N. Bekhash, Beirut; Roger E. Neetz, Bonn; Stanley W. Phillips, San Salvador; and Helen Serinides, Athens.

##### 20 Years

Robert S. FitzSimmonds, III, Caracas; Ruth Henderson, Mexico City; Bhorchai Kunalai, Bangkok; Brice K. Meeker, The Hague; Matilda Miesky, The Hague; Alan W. Trick, Warsaw; Marlise M. Wilke, Bonn; and Marianne Winter, Hamburg.

##### 10 years

Ching-Che Chen, Taipei; Yusuf Durusoy, Ankara; David P. Evans, London; Herman Keyman, The Hague; Mary Yoke Lee Keong, Kuala Lumpur; Gordon S. Nicks, Tokyo; and Isabel B. Ribeiro, Rio de Janeiro.

**FAIRY CHIMNEYS VALLEY . . .** Attache and Mrs. Harry Varney and Mehmet Karakus of the Ankara office were recent visitors to Fairy Chimneys Valley near Goreme, Turkey. Most of the homes in the village in the background are carved into the easily chiselled rock. Several wineries have also been built in the same fashion. Harry reports that thousands of caves in the area are used for storing lemons, apples, and other fruits. A number of small caves which are used by pigeons as roosting places are also a source of fertilizer for the region's fruit growers.

#### CANNON C. HEARNE DIES

Former FAS Foreign Training Division Director Cannon C. Hearne died in late April at Walnut Creek, California, where the Hearnes have been living since his retirement in 1967. He was 73.

Mr. Hearne had devoted more than 45 years to Government service when he retired. Active for many years in extension service work, he was state extension agent for the University of Missouri from 1923-46. He was in charge of the personnel training section of the Extension Service's division of field studies and training in Washington for five years, and became head of the education and training division of OFAR in 1951. He served as director of the foreign training division of FAS and IADS, and was assistant to the administrator of IADS when he retired.

He is survived by his wife, Emily; two sons, William F. of Fairfax, and John L. of Jefferson City, Missouri; one daughter, Mrs. Mary Francis Hill, Concord, California; a brother and sister in Idaho and Missouri; and eight grandchildren.





**SPECIAL ACHIEVEMENT WINNERS . . .** Four FAS/W employees received Certificates of Merit for Special Achievement at the 1971 FAS Incentive Awards ceremony. They were (left to right): Arnold R. Beasley, Office of the Administrator; William F. Doering, International Trade; Administrator Ioanes, who presented the awards; Lloyd R. Williams, Export Trade Services Division; and Terrence M. McCabe, Trade Operations Division.



**FIRST BLUE RIBBON AWARDS . . .** This is a brand new award being made by FAS Administrator Ray Ioanes in an annual program to give recognition to outstanding contributions in reporting and analyzing U.S. and world agricultural trade in *Foreign Agriculture* Magazine. The first Blue Ribbon Award roster carried the names of 10 USDA/W winners, with two more awards going to the field. From left to right: Donald M. Phillips, Jr. and Clarence E. Pike, both of Economic Research Service; Larry F. Thomasson, Foreign Agricultural Service; Administrator Ioanes, who made the awards; Dewain H. Rahe, John B. Parker, Jr., and Marshall H. Cohen, all of ERS; and Andrew B. Bellingham, FAS. Winners not appearing in the picture included Quentin West, Foreign Economic Development Service; Joseph R. Barse, ERS; and Donald J. Novotny, FAS.



**QUALITY STEP INCREASES . . .** Certificates of Merit went to 19 individuals who received quality step increases during 1970. Winners appearing in the front row (left to right) are: Cecilia Kukoy, Personnel; Marilue Sullivan and Evelyn Genua, both of the Cotton Division; Mr. Ioanes, who made the presentations; Virgie Moseley, Livestock and Meat Products; Mary Green, Management Services; and Ruth Lewis, Grain and Feed. In the back row (l. to r.) are Frank A. Brown, Trade Projects; Alexander Bernitz, Export Trade Services; Alden F. Nickerson, Trade Operations; James D. Looper, Foreign Market Information; and Alan E. Holz, Fats and Oils. Award winners not shown were Sherlene Bowie, Trade Projects; Vernon L. Harness, Cotton; Miriam Koren, Market Development; Rose Kumro, Reports and Statistics; Melvin W. Leypoldt, Management Services; Maude Nelson, Livestock and Meat Products; and Eloise Robinson and Isabel Smith, both of Foreign Market Information.

## WINNERS OF FAS/W

JEFFERSON MEMORIAL

APRIL 27, 1971



## INCENTIVE AWARDS

AUDITORIUM, WASHINGTON, D.C.



**25 YEARS OF SERVICE . . .** Fourteen individuals received 25 year Length of Service Awards at this year's ceremony. From left to right in the front row: Ivan E. Johnson, Helen Habib, Louise Slevin, Janet Beal, and John C. Hobbes. In the back row, left to right, are Administrator Ioanes, who presented the awards; Hugh C. Kiger, Kenneth E. Ogren, and Sidney Gershben.

Other award winners were Florence Adams, Claude E. Dobbins, Paul J. Findlen, Melvin W. Leypoldt, J. Phillip Rourk, and Christine Winslow.

### THIRTY YEAR LENGTH OF SERVICE GROUP

. . . There were 19 FAS/W award winners in this group. They were (front row, left to right): Rosemary Corcoran, Vivian Broadbelt, Helen Costa, Edward Karpoff, Dorothy Godkey, Helen Francis, and Bernice Hornbeck. In the back row, left to right: James W. Birkhead, Pauline B. Moore, William F. Doering, Administrator Ioanes, Gill Piquette, and Daniel Sheppard.

Other award winners not appearing in the picture were Dena Dworsky, Dale E. Farringer, Rosebell Holman, James O. Howard, Thelma Leaman, and Horace E. Sears.



**BLUE RIBBON PLAQUES . . .** Area Officers Dale Farringer (left) and T.O. Engebretson (center) display the Administrator's Blue Ribbon Awards which they accepted on behalf of the respective attache officers in Ottawa and London at the 1971 FAS Incentive Awards Ceremony. These handsome engraved plaques are the first such awards to be made by FAS Administrator Ray Ioanes (right) in annual recognition of outstanding contributions to *Foreign Agriculture Magazine* in reporting and analyzing U.S. and world agricultural trade. Attache Dave Hume's London office was cited for comprehensive reporting, while Attache Gene Olson's office in Ottawa won its plaque for a series of news articles.



# ROAMING AROUND

Ag Attache and Mrs. **George Parks** of Bonn arrived in FAS/W in mid-May for consultation and home leave, which they're spending in Oklahoma City. George and Marie return to Bonn in mid-summer.

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Another May arrival in FAS/W was Assistant Attache **John Riesz** of The Hague. Following consultation and home leave in Cape Coral, Florida, the Riesz household heads back to The Netherlands.

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Attache and Mrs. **Jim Frink** of Athens arrived in FAS/W in early June for consultation and home leave. They, too, will be returning to post. The Frinks will be on hand for a special family occasion—the wedding of their daughter, **Jane**, which will take place in North Carolina.

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Condolences to Attache **Bill Davis**, who was called home to Arkansas on emergency leave in April because of the critical illness of his father, who passed away on May 1. Bill spent ten days in Washington before returning to Nairobi. He'll be transferring directly to Ankara the latter part of June to take over the spot vacated by Attache **Harry Varney**, who is retiring. Bill should feel right at home in his new assignment, having served as assistant ag attache in Ankara from 1965-68.

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Attache **Anthony Cruit** of Geneva will be in FAS/W in mid-June for consultation. Tony is a direct transfer to Santo Domingo. Attache **Bob McConnell** is scheduled for an assignment in FAS/W. The McConnells will arrive in the U.S. the early part of July.

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**Benjamin Gallegos** is the new agricultural assistant in Attache **Wayne Sharp's** office in Guatemala City. Mr. Gallegos began his duties on May 10.

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Attache **Garth Thorburn** and family are arriving in FAS/W from Bogota in mid-June for consultation and home leave. Garth will be returning to Colombia for another tour of duty.

Ag Attache **Jack McDonald** of Rio de Janeiro and his secretary, **Isabel Najera**, joined the staff of the U.S. Embassy in Brasilia on April 1. With Assistant Attache **Ed Cissel** remaining in Rio and Ag Officer **Harold Rabinowitz** stationed in Sao Paulo, the FAS crew in Brazil is operating on a wide scale in this big country (which actually occupies almost half of the continent of South America). Creation of the new capital city of Brasilia, which is located about 570 miles from Rio, was begun in 1956.

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Ag Attache **Wayne Sharp** of Guatemala City returned from the Latin America ag attache conference in Mexico City barely in time to welcome a new son, **Stephen Wayne**, who was born on Sunday, April 25. Proud Papa Sharp reports that Stephen weighed 6½ pounds and is 20 inches tall. The newest Sharp chose to join the family circle on the fourth birthday of big sister **Cathy Sharp** . . . and already **Wayne** and **Linda** are planning joint brother-sister birthday parties!

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Assistant Attache and Mrs. **Leon Mears** will be leaving Tokyo in early summer. After home leave and Spanish language training, Leon goes to Santiago to replace Attache **Waldo Rowan**. Waldo is returning to FAS/W for assignment.

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There's a new baby at the home of **Ram Singh** of the New Delhi office. The Singh family's first daughter, **Kausalya Rani** arrived in early March. She has three brothers.

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Secretary **June Berger** of Hong Kong, accompanied by two coworkers, recently enjoyed a brief visit to Bangkok. Sightseeing and exploring the shopping district made the trip a memorable one, although we have no report on whether or not June took advantage of the popular floating market tour. Another enjoyable overseas experience for June was a visit to Rangoon.

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In Brussels (USEC), Secretary **Jennie Keeler** became a grandmother for the second time on February 26, when 6½-pound **Danny** arrived in New Haven, Connecticut. This very special occasion called for an "instant" party in the Embassy lounge.

**OPERATION RICE CAKE . . .** Ag Attache Elmer Hollowell pounds "Mochi" during a ceremony in Tokyo celebrating the 20th anniversary of one of Japan's leading food trade journals, *Shokulin Sangyo Shimbun*. A glutinous rice cake, Mochi is a special food to symbolize celebrations. To make it, glutinous rice is first boiled and removed when hot to a large wooden mortar where it is pounded with a wooden pestle until the rice kernels are dissolved. It is then made into cakes which are served plain and in a number of other forms. These frequently become religious offerings at Shinto shrines.

Watching Elmer as he earnestly and energetically wields the big pestle are Mr. Ikeda, President of the Japan Chicken Farmers Association; Mr. Kajiwara, President, All Japan Food Grains Traders' Association; and Mr. MacWinney, Australian Trade Officer. At the extreme right, an assistant stands by to give Ag Attache Hollowell encouragement and assistance if he should falter.



## HARRY L. VARNEY RETIRES

Attache Harry L. Varney returned to FAS/W last month from a two-year assignment in Ankara to celebrate his retirement on May 31.

Attache Varney's long agricultural career began in Vermont in 1938 as a marketing specialist with the Agricultural Adjustment Administration. He served as a county agent in that state, and later became associate dean and director, respectively, of the University of Vermont's College of Agriculture and Experiment Station and Extension Service. He was dean of the School of Agriculture and director of the Experiment Station and Extension Service of New Mexico State University from 1947-50, after which he served for seven years in the same capacity at West Virginia University.

Harry joined the FAS attache service in 1957. His attache assignments have included Djakarta (1957-60); Stockholm (1960-62); Pakistan, (1962-66); and the Republic of South Africa (1967-69).

Originally from Bristol, Vermont, Mr. Varney holds bachelor's and master's degrees in agriculture from the University of Vermont, and a doctor's degree in agriculture and economics from Cornell University.

Homecoming for the Varneys means enjoying to the fullest degree their farm near Shelburne, Vermont.

## THAT ELUSIVE FRENCH ACCENT

If there seems to be the echo of a decided French accent in the ranks of the FAS/W attache service these days, there's a logical explanation. Six attache staff members are following a common goal right now—mastery of the French language. The six diligent students, all enrollees in FSI language training preparatory to reporting for field assignments, are: Nicholas Thuroczy, Geneva; Quentin Bates, Brussels; Dave Riggs, Brussels (USEC); Dugger Harris, Monrovia; Robert Haresnape, Paris; and Ross Packard, Kinshasa.

**FAS SERVICE GROUP . . .** Members of the FAS/W Equal Employment Opportunity Advisory Committee (EEO), which was established in April of 1970, meet regularly every month to exchange ideas on FAS employment opportunities and problems. The group's informal sessions cover a wide range of topics . . . ways of improving communications, professional job opportunities, recruitment of professional personnel, better employee-employer relations, and availability of counseling to FAS personnel. Employee participation in the exchange of ideas is encouraged by the committee.

Members of the committee, who normally serve for a one-year period, are (seated, left to right): Barbara Dixon, Fats and Oils; Shirley Harrison, Office of Reports and Statistics; Sherlene Bowie, Trade Projects; and Alfreda Thomas, Grain and Feed. Standing (left to right): Edward Cornick, Foreign Market Information; FAS Administrator Ray Ioanes, who frequently meets with the committee; EEO Coordinator Gill Piquette, who serves as committee chairman; and Fred Jones, Management Services. Doris Chambers, Trade Operations, and Dugger Harris, presently in training for his assignment as assistant agricultural attache in Monrovia, were absent when this picture was made.





**TWO TECHNIQUES, TWO WINNERS...** The style demonstrated by these two contestants was quite different, as the above shots clearly show—but both techniques proved to have equal merit in the grand milking contest between Ambassador Robert C. Hill and Agricultural Attache Clarence L. Miller of Madrid. When it was all over, the judges declared the event a tie—and acclaimed both Ambassador Hill and Attache Miller as real blue ribbon champions.

The occasion for this demonstration of dairy know-how was a visit in April to the finca *Castillo de Espeluy* in the Province of Jaén, Spain, where Ambassador Hill and his immediate staff were guests of the hospitable Valenzuela family. The farming operation at *Castillo de Espeluy* consists of some 4,000 acres, 1,000 of which is irrigated land. In addition to producing corn, alfalfa, feed grains and olives, the finca has a fine herd of Angus cattle which was imported from the U.S. in 1969 and now numbers some 65 head. Of special interest to the visitors were the finca's cross-bred calves, which are a cross of Angus and native Berrenda breeds, as well as the prize-winning animals which the Valenzuelas show at fairs in various parts of the country.

Footnote to cattle fanciers: The Berrenda is the ancestor of the Texas Longhorn.

## LATIN AMERICA CONFERENCE

(continued from page 1)

FAS Administrator Ray Ioanes, conference chairman, also spoke on the opening day. His talk on trade policy included a report on the current status of U.S. trade legislation and current trade policy trends. Joining Administrator Ioanes was Carmen Nohre, deputy director of the foreign development and trade division of the Economic Research Service, who was assistant ag attache in the USEC office in Brussels from 1963-66.

In the sessions that followed, meat inspection and animal health was covered jointly by James P. Lyons, head of the foreign programs group of Consumer and Marketing Service's technical services division, and Allen A. Heflin, co-director of the Mexico-U.S. Commission for the Prevention of Foot-and-Mouth Disease.

On the agenda to review the voluntary restraint program on meat imports was former Latin America Ag Officer Shackford Pitcher of Sao Paulo and Rio de Janeiro, now head of the commodity analysis branch of the livestock and meat products division, FAS/W. Another former attache, Jim Hutchins (Cairo), was on board to discuss PL-480, CCC Credit, and barter programs. Jim is assistant sales manager for Export Marketing Service.

Special reports by the attaches dealt with production, imports and exports of wheat and feed grains in individual countries, including the outlook for the next five years.

Serving as chairman for most of the commodity sessions was Assistant Administrator Don Rubel, FAS/W.

Congressional representatives at the conference were Senator Lawton Chiles (Florida); Congressmen Eligio de la Garza (Texas) and George A. Goodling (Pennsylvania), and Bert Allan Watson, staff member of the House Committee on Agriculture.

Other USDA participants included Donald E. Brock, administrative assistant to the Secretary, and Douglas M. Crawford, FAS area officer for the Western Hemisphere,

## ATTACHES IN PARIS

(continued from page 1)

participated in the conference, as did FAS Deputy Administrator for International Affairs Howard L. Worthington and ASCS Associate Administrator Carroll G. Brunthaver.

Attaches taking part in the meeting, in addition to Attache Street, included George Parks, Bonn; Harold L. Koeller, Brussels; Ernest Koenig, Brussels (USEC); Berk Beukenkamp, Rome; Brice Meeker, The Hague; Anthony Cruit, Geneva (GATT); Dave Hume, London; Harlan Dirks, Copenhagen; Gordon Fraser, Paris (OECD); and Gene Ransom, Dublin.

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When Secretary Jessie Hidalgo of Attache Garth Thorburn's office in Bogota went on R&R leave in May, she had the joy of spending Mother's Day in Puerto Rico with her mother and other relatives. An added pleasure of the visit was the island's warm weather.

## THE FAS LETTER



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